

CLAIMS

What is claimed is:

1. A method for analyzing the effect of an advertisement in an advertisement system provided with terminals and an advertisement effect analyzing device comprising the steps for:
 - transmitting information pertaining to encoded advertisement type information;
 - receiving the encoded advertisement type information from the terminals in the advertisement effect analyzing device;
 - storing the number of encoded advertisement type information receipts for each type in the advertisement effect analyzing device;
 - calculating the advertisement effect based on the number of encoded advertisement type information receipts in the advertisement effect analyzing device; and
 - calculating advertisement fees based on the calculated advertisement effect in the advertisement effect analyzing device.
2. A method for analyzing the effect of an advertisement in an advertisement system provided with an information transmitting device with a storing section for encoded advertisement type information, terminals, and an advertisement effect analyzing device, comprising the steps for:

transmitting information pertaining to the encoded advertisement type information stored in the storing section by the information transmitting device;

receiving the encoded advertisement type information from the information transmitting device by the advertisement effect analyzing device;

storing the number of encoded advertisement type information receipts for each type in the advertisement effect analyzing device;

calculating the advertisement effect based on the number of encoded advertisement type information receipts in the advertisement effect analyzing device; and calculating advertisement fees based on the calculated advertisement effect in the advertisement effect analyzing device.

3. A method for analyzing the effect of an advertisement according to Claim 1 further comprising the step of calculating preferable conditions for posting the advertisement according to the effect of the previous advertisement and the advertisement fees.

4. A method for analyzing the effect of an advertisement according to Claim 1 further comprising the steps of:

reading out a type of contents in the advertisement type information that corresponds to the encoded advertisement information received in the above receiving step by the advertisement effect analyzing device from an advertisement type information construing table in which an information type that corresponds to the encoded advertisement type information and access information are stored;

transmitting the contents in the advertisement to a search engine by the advertisement effect analyzing device;

receiving information concerning the contents in the advertisement from the search engine by the advertisement effect analyzing device; and

transmitting the information concerning the contents in the advertisement to the terminals by the advertisement effect analyzing device.

5. A method for analyzing the effect of an advertisement using a barcode reading section in the terminals according to Claim 1, the terminals comprising a barcode reading section, and further comprising the step of reading barcode information that indicates the advertisement type information by the barcode reading section in the terminals.

6. A method for analyzing the effect of an advertisement according to Claim 1 further comprising the step of:

transmitting the advertisement type information by wireless communication by a wireless transmitting device provided in an advertisement medium; and

receiving the advertisement type information by a wireless receiving device provided in the terminals.

7. A method for analyzing the effect of an advertisement using a barcode reading section in the information transmitting device according to Claim 2, further comprising the steps of:

reading the barcode information displayed in the terminals by the barcode reading section in the information transmitting device; and

transmitting the advertisement type information stored in the storing section when the barcode is read.

8. A method for analyzing the effect of an advertisement according to Claim 2, further comprising the steps of:

transmitting transmission start information by wireless communication by the wireless communicating device provided in the terminals;

receiving the transmission start information by the wireless communicating device provided in the advertisement medium; and

transmitting the advertisement type information stored in the storing section by the information transmitting device provided in the advertisement medium when the transmission start information is received by the wireless receiving device.

9. A method for analyzing the effect of an advertisement according to Claim 6 wherein the wireless transmitting device receives a starting signal transmitted by the wireless receiving device so as to transmit the advertisement type information.

10. A method for analyzing the effect of an advertisement according to Claim 8 wherein the wireless transmitting device receives a starting signal

transmitted by the wireless receiving device so as to transmit the transmission start information.

11. A method for analyzing the effect of an advertisement according to Claim 6 wherein a solar cell is used for converting solar energy to electric energy for supplying electricity to the wireless transmitting device or the wireless receiving device.

12. A method for analyzing the effect of an advertisement according to Claim 6 wherein the wireless transmitting device transmits the advertisement type information by electromagnetic waves or acoustic waves.

13. A method for analyzing the effect of an advertisement according to Claim 8 wherein the wireless transmitting device transmits the transmission start information by electromagnetic waves or acoustic waves.

14. A method for analyzing the effect of an advertisement according to Claim 9 wherein the wireless transmitting device transmits the transmission start information by electromagnetic waves or acoustic waves.

15. A method for analyzing the effect of an advertisement according to Claim 10 wherein the wireless transmitting device transmits the transmission start information by electromagnetic waves or acoustic waves.

16. A method for analyzing the effect of an advertisement according to Claim 6 wherein the wireless transmitting device has a function for transmitting and receiving voice and data.

17. A method for analyzing the effect of an advertisement according to Claim 8 wherein the wireless transmitting device has a function for transmitting and receiving voice and data.

18. A method for analyzing the effect of an advertisement according to Claim 9 wherein the wireless transmitting device has a function for transmitting and receiving voice and data.

19. A method for analyzing the effect of an advertisement according to Claim 10 wherein the wireless transmitting device has a function for transmitting and receiving voice and data.

20. A method for analyzing the effect of an advertisement according to Claim 11 wherein the wireless transmitting device has a function for transmitting and receiving voice and data.

21. A method for analyzing the effect of an advertisement according to Claim 12 wherein the wireless transmitting device has a function for transmitting and receiving voice and data.

22. A method for analyzing the effect of an advertisement according to Claim 13 wherein the wireless transmitting device has a function for transmitting and receiving voice and data.